



**U.S. Small Business Administration**



***Your Small Business Resource***

**Office of Women's Business Ownership**

» Metrics



# Strategic Management



## Program Design & Purpose

20%

### Includes PMA

Why are we here, why do we get fed \$?  
Rules we must follow; framework

## Program Results 50%

### How, What, Why?

What data do we collect and why are they important to our program? How does the data tie back to strategy, allocation and management? How does data tie in to our mandate?

Key Performance Indicators  
Output & Outcomes

## Strategic Planning 10%

### Goal setting

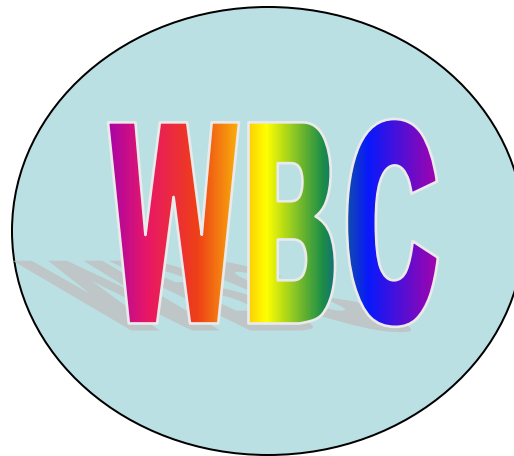
How do we convert design and purpose into strategy?  
What can we control; what not?  
Given the micromanagement of our legislation, how do we meet the original goals of the program?  
What are our short-term goals, long-term goals?

## Program Management 20%

### Analysis

How do we allocate resources?  
How do we select centers?

How do we oversee day-to-day operations?  
How do we communicate? What are our systems to manage, allocate and communicate?





## Training and Counseling Targets      Outputs

Type of Service	Number of Clients	Number of Hours
Training		
Counseling		
TOTAL		

## Outcomes

Number	
New Business Starts	
Jobs Created	
Access to Capital*	

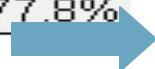
To the extent practicable:  
the gross receipts of assisted  
concerns  
increases or decreases in profits  
of assisted concerns.





# Measures of Effectiveness

Performance (65%)						
Goal Attainment (25%)				Growth (40%)		
2007 Actuals	2007 Projected	Goal Attainment Ratio (%)	Total Clients Served FY05	Total Clients Served FY06	Total Clients Served FY07	Compound Annual Growth Rate (CAGR)
94	330	28.5%	551	368	94	-58.7%
719	500	143.8%	1114	827	719	-19.7%
924	800	115.5%		640	924	44.4%
1289	800	161.1%		1019	1289	26.5%
1157	1235	93.7%	1061	1396	1157	4.4%
1416	1235	114.7%	1204	1414	1416	8.4%
733	790	92.8%	712	909	733	1.5%
2177	1705	127.7%	395	1465	2177	134.8%
2675	2530	105.7%		2190	2675	22.1%
800	975	82.1%	1862	946	800	-34.5%
1909	1950	97.9%	1726	1948	1909	5.2%
3215	3740	86.0%	2669	2843	3215	9.8%
1177	815	144.4%	857	943	1177	17.2%
5901	2700	218.6%	1448	2240	5901	101.9%
3079	2050	150.2%	2223	2792	3079	17.7%
891	585	152.3%	282	665	891	77.8%





Efficiency (35%)							
Cost (25%)							
Approved Budget	Total Clients Served FY07	2 Cost/ client (1)	Federal Funding FY07	Total Clients Served FY07	Cost/ client (2)	Total Clients Served FY07	FTEs (Direct Service Only)
\$229,447.00	240	\$956.03	\$102,298.00	94	\$1,088.28	94	1.9
\$204,596.00	123	\$1,663.38	\$102,298.00	719	\$142.28	719	1.75
\$316,952.00	111	\$2,855.42	\$195,976.00	924	\$212.10	924	1.5
\$194,596.00	551	\$353.17	\$97,298.00	1289	\$75.48	1289	1.98
\$194,596.00	1114	\$174.68	\$97,298.00	1157	\$84.10	1157	1.7
\$194,596.00	780	\$249.48	\$97,298.00	1416	\$68.71	1416	2.61
\$194,596.00	4111	\$47.34	\$97,298.00	733	\$132.74	733	1.75
\$290,000.00	1061	\$273.33	\$145,000.00	2177	\$66.61	2177	2.38
\$217,500.00	1204	\$180.65	\$145,000.00	2675	\$54.21	2675	2
\$300,000.00	712	\$421.35	\$150,000.00	800	\$187.50	800	3.4
\$319,006.00	395	\$807.61	\$145,000.00	1909	\$75.96	1909	2.67
\$300,000.00	56	\$5,357.14	\$150,000.00	3215	\$46.66	3215	3.1
\$469,608.00	1862	\$252.21	\$97,298.00	1177	\$82.67	1177	1
\$300,000.00	1726	\$173.81	\$150,000.00	5901	\$25.42	5901	2.75
\$727,585.00	2669	\$272.61	\$145,000.00	3079	\$47.09	3079	5
\$243,392.00	857	\$284.00	\$92,298.00	891	\$103.59	891	2.5



OWBO revised 6-2008





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